

# Master Sign Plan

## 15-090MSP – BSD Scioto River Neighborhood District

### Big Sandy Super Store – Dublin Village Center

### 6825 Dublin Center Drive

This is a request for a Master Sign Plan for an existing tenant space in Dublin Village Center located at the intersection of Dublin Center Drive and Tuller Road. The applicant is requesting a Master Sign Plan due to the unique nature of the reuse of an existing site. The applicant is also proposing site and exterior modification to the building which are being processed concurrently. This is a review and recommendation for approval to the Planning and Zoning Commission in accordance with Zoning Code Section 153.065(H) and under the provisions of Code Section 153.066(L).

**Date of ART Recommendation**

Thursday, September 24, 2015

**Date of Planning and Zoning Commission Determination**

Thursday, October 1, 2015

**Case Managers**

Joanne L. Shelly, RLA, AICP, LEED BD+C, Urban Designer / Landscape Architect  
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## PART I: APPLICATION OVERVIEW

<i>Zoning District</i>	BSC Scioto Neighborhood District
<i>Review Type</i>	Master Sign Plan
<i>Development Proposal</i>	Wall signs and reuse of existing ground signs
<i>Property Address</i>	6825 Dublin Center Drive
<i>Applicant</i>	Logan Dilts, DaNite Sign Co.
<i>Case Managers</i>	Joanne L. Shelly, RLA, AICP, LEED BD+C   Urban Designer Landscape Architect   (614) 410-4677   jshelly@dublin.oh.us Nichole N. Martin, Planning Assistant   (614) 410-4635   nmartin@dublin.oh.us

### Application Review Procedure: Master Sign Plan

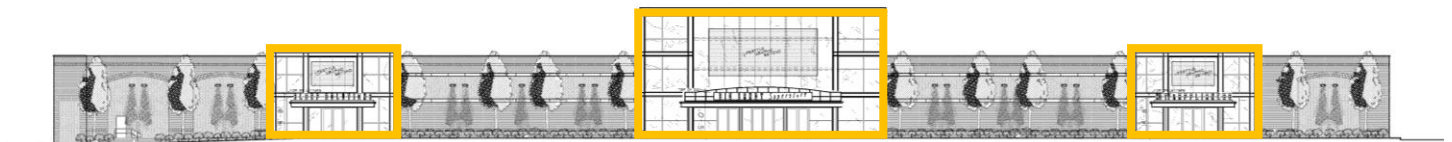
The purpose of the Master Sign Plan is to provide an opportunity for an applicant to request approval of sign and graphic standards that depart from Code Section 153.065(H) provided the intent and purpose of these standards for the applicable BSD are maintained.

Additionally, Section 153.065 (H)(2)(e) permits the Planning and Zoning Commission to approve a Master Sign Plan which allows signs that depart from the requirements of Section 153.065(H) provided the Commission makes a determination regarding "the appropriateness of the signs and their placement given the architecture of buildings..." Given the unique condition of the existing building, a Master Sign Plan is proposed.

### Application Contents

This proposal is for the installation of three new wall signs, one above each entrance, and two ground signs utilizing existing structures.

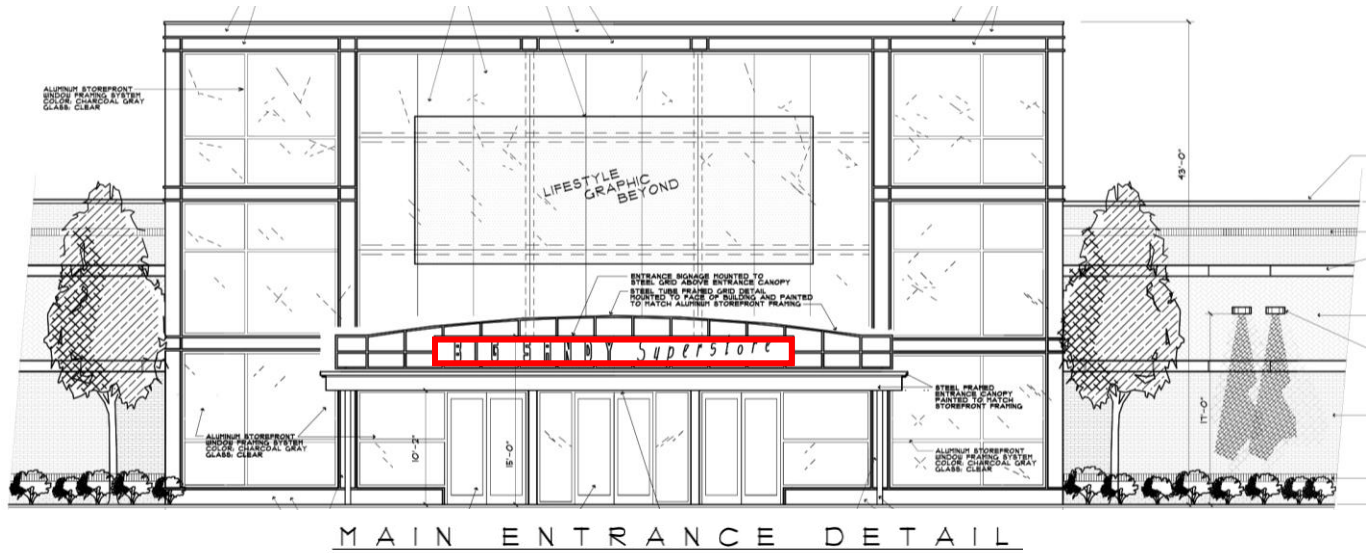
The applicant has submitted a site improvement plan concurrent with this application (15-089 MPR BSD SCND site improvements). The proposed site improvements include the creation of two secondary entrances to complement the primary entrance on this existing large format commercial building. The 3 entries are glass and metal structures which step away from the brick façade. The new glass entrances are centered and balanced in their placement across the 424 lineal feet of front building façade. Staff review of the site improvement application states that the proposed addition of two entries brings the existing building closer to meeting the intent of the requirements for a large format commercial building in the Bridge Street District creating visual interest, as well as breaking the building façade into a more pedestrian scale by increasing the number of entrances.



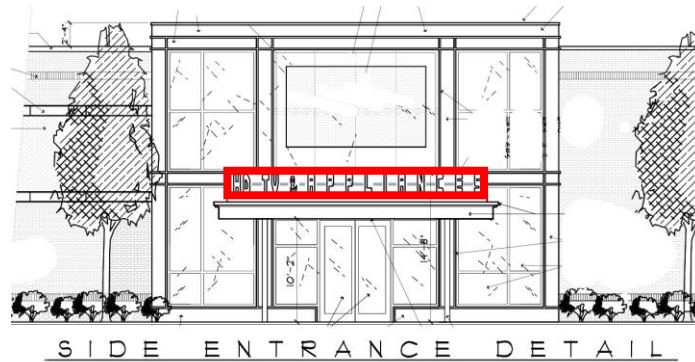
Three wall signs are proposed which are architecturally integrated into the proposed entry modifications, but exceed the permitted number of signs and the maximum allowable size.

The proposed primary entry sign is 80 sq. ft. in size. It is centered on a metal grid which is integrated into the main entry glass and steel curtain wall system. Code allows 1/2 sq. ft. of sign for each lineal foot of building

wall up to a maximum size of 50 sq. ft. The center section of the building façade could be calculated at 160 lineal feet, which would allow an 80 sq. ft. sign. Due to the scale of the building, the use of the calculated area rather than the maximum limit seems proportional and appropriate.



The applicant has made a request to allow two additional wall signs over the two new entries. The 46 sq. ft. secondary entry sign (left) is placed on a reduced size version of the main entry metal grid centered along 140 lineal feet of front façade. The sign is less than the allowable 50 sq. ft. in size.



The 51 sq. ft. secondary entry sign (right) is placed on a reduced size version of the main entry metal grid centered along 140 lineal feet of front façade. The sign is 1 sq. ft. larger than the allowable 50 sq. ft. in size, which is due to a greater number of letters in the sign text.

The letters on the signs are 24 inches tall, with some minor extension of approximately 6 inches on the cursive letters. All three signs consist of internally illuminated, LED, channel letters. The channel edge is red and the face is white. The primary sign letters are attached to a grey back plate which is attached to a metal grid; it is approximately 12 inches from the face of the glass and metal structure. The secondary entrance letters are mounted on an aluminum raceway which is an arc that curves 4'-6" from the building façade at its most distant point.

The applicant is permitted to have one ground sign on their parcel. The applicant is proposing additions to 2 pre-existing off premise ground signs, which are part of the Dublin Village Center strip mall development. The

ground sign has a pre-existing permit. This information has been included in accordance with the requirements for off-premise signs, §153.065(H)(2)(d)(3) for the Master Sign Plan application.

## PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

### Planning & Building Standards

#### §153.065(H) – Signs

Proposed Wall Signs			
Permitted		Proposed	
<i>Number/Type</i>	Single tenant building 1 street facing sign per street frontage Or 1 sign facing an off street parking area	1 primary entry (center) and 2 secondary entry wall signs (left & right)	Met with Master Sign Plan
<i>Size</i>	½ sq. ft. per lineal foot of storefront width, up to 50 sq. ft.	Primary sign (center) - <b>80 sq. ft.</b> on 160 lft. Secondary sign (left) – <b>46 sq. ft.</b> on 140 lft. Secondary sign (right) – <b>51 sq. ft.</b> on 124 lft.	Met with Master Sign Plan
<i>Location</i>	On the portion of the wall associated with tenant space or storefront	Located on the front façade entry canopies	Met
<i>Colors</i>	3 colors	3 colors White, red, grey back plate	Met
<i>Height</i>	Located within the first story per permitted building type (max 15 ft.)	centered on canopy Primary sign (center) 15' ht. Secondary sign (left) 14'-8" ht. Secondary sign (right) 14'-8" ht.	Met

### Engineering, Parks and Open Space, Fire, Police, Economic Development

No comments.

## PART III: APPLICABLE REVIEW STANDARDS

The Administrative Review Team has reviewed this application based on the intent and purpose outlined in the Code for a master sign plan, as follows:

- Allow a greater degree of flexibility and creativity in sign design and display.
- Ensure sign work is in a coordinated fashion to meet the general intent of signs in the District.
- Not intended to permit larger signs, more visible signs, or additional signs than permitted, without any consideration for unique sign design and display.

## PART IV: PROPOSED ADMINISTRATIVE REVIEW TEAM DETERMINATION

Based on the criteria identified staff recommends **approval** to the Administrative Review Team for a Master Sign Plan with the following condition:

That the applicant will obtain all required permits prior to beginning work.